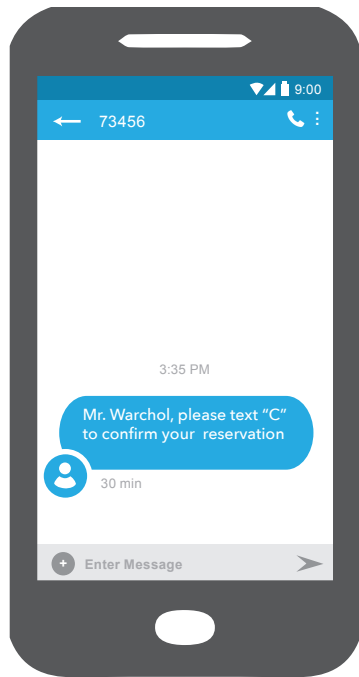


SMS

98% ARE READ
90% IN 3 MIN.



POWERFUL
BUT NOT
RICH



MESSAGING EVOLUTION

RCS/Messaging-as-a-Platform



91% of time-on-device is spent messaging

The and Texts

RCS IS GROWING
90 Operators
2 Billion Users
35 Countries by **2019**



Every Android handset shipped with RCS as the native messaging app

QoE

P2P

4.7B
Active SMS Users



4X
Messaging Increase with RCS Feature Set

RCS ⁺X

Gives P2P feature parity to operators

4B

OTTs

Already Using Rich Features

IM
Group Chat
Location
File-share
Video



UBIQUITY for operators and subscribers is achieved via the HUB where the full RCS experience and revenue will be **REALIZED**



UP1.0
RCS INTERCONNECT
HUB
UP2.0

MaaP ECOSYSTEM



RCS NOW!

RICHER DETAILS
RICHER EXPERIENCES
RICHER OPPORTUNITIES



MESSAGING AS

we know it is becoming **A PLATFORM** where advanced RCS features are connecting subscribers to a larger commerce ecosystem

2017
Apple and WhatsApp launch business messaging services

2016 Mobile ad spending surpasses desktop spending

73B
A2P Revenue by 2021

64% of consumers want to contact businesses via messaging & chat



Chatbot market expected to reach **58.75 Billion** by 2020

80% of businesses want chatbots by 2020

35%
Chatbot CAGR 2016-2023

100,000 total chatbots are used by

23 Billion saved by replacing care representatives with chatbots

MaaP allows for enhanced subscriber experiences, advanced customer interactions, and puts operators back in the messaging value chain

EVOLVE In Three Steps

1. LAUNCH SUBSCRIBER RCS
2. CONNECT TO THE RCS HUB
3. GROW REVENUE WITH MaaP

